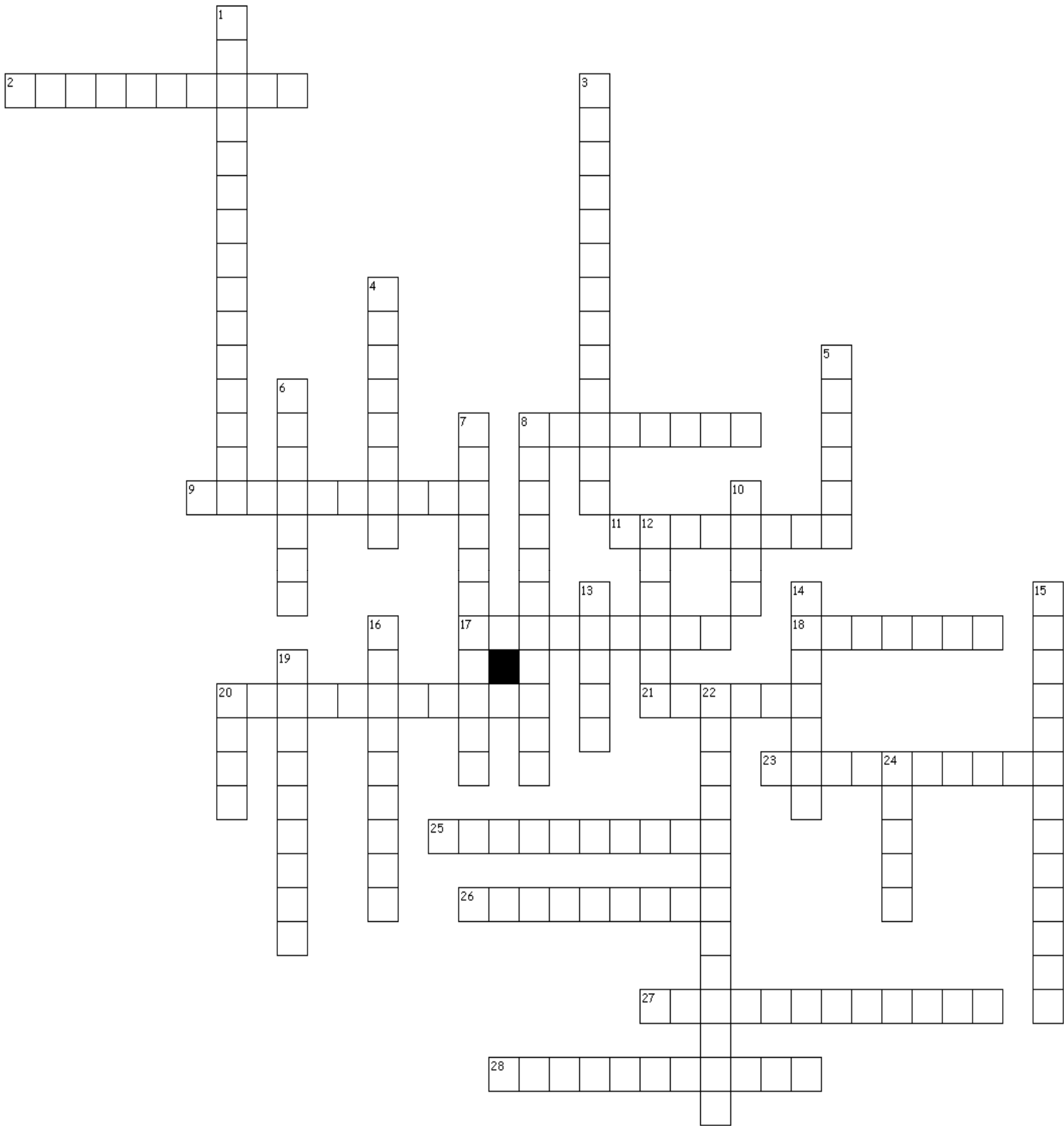


Standard 7 Crossword



Across

2. A _____ has sheets preprinted with a series of frames in the shape of TV screens, which include text of the commercial and sound effects.
8. A rough television commercial produced by photographing storyboard sketches is known as a(n) _____.
9. _____ rates are lower because the advertiser agrees to be “bumped” if another advertiser pays a higher rate.
11. _____ is the most important consideration when creating ads for international markets.
17. A(n) _____ involves the use of cartoons or puppets that come to life in television commercials.
18. Around the world, the _____ group of TV viewers is older women.
20. _____ commercials consist of a dramatization of a real-life situation in which the product is tried and becomes the solution to a problem.
21. A two-column list that shows the speakers’ names and descriptions of sound effects is called a _____.
23. Local advertising is spot announcements purchased by businesses within a local _____ area.
25. The most cost-effective medium to deliver certain kinds of messages to large, well-defined audiences is _____.
26. _____ are free advertising time offered to companies to compensate for missed advertising spots or advertising spots that are run incorrectly.
27. _____ are the primary users of video advertising.
28. A(n) _____ is a long-form television commercial that may run as long as an hour.

Down

1. _____ occurs when advertisers run a schedule on TV and then convert the audio portion to radio commercials.
3. The _____ refers to the percentage of TV households in an area that are tuned in to a specific program.
4. Television and radio time is divided into _____, which may include daytime, nighttime, or drive time.
5. A musical commercial is called a _____.
6. _____ governments and cultures regulate advertising claims and the use of particular media.
7. _____ is the sale of programs on a station-by-station, market-by-market basis.
8. Broadcast TV is funded by _____.
10. The total number of different people who listen to a radio station for at least five minutes in a quarter-hour within a reported daypart is referred to as _____ persons.
12. _____ are lists of available time slots that meet the advertiser’s objectives and target audience criteria, along with prices and estimated ratings.
13. The advantages of _____ television include audience selectivity, demographics, and low cost.
14. One of the primary disadvantages of radio advertising is _____, meaning there are just too many commercials, so it is very difficult for an individual advertiser to have his/her commercial stand out.
15. When several advertisers buy 30- or 60-second segments of network TV advertising time within a single program, they are said to be purchasing on a _____ basis.
16. _____ television reaches its audience by transmitting electromagnetic waves through the air.
19. Storyboards help the artist _____ a commercial’s tone and sequence of actions and discover any conceptual weaknesses.
20. _____ announcements are national advertisements that run in clusters between programs.
22. Nielsen Media Research is a _____ that measures the program audiences of TV and radio stations for advertisers and broadcasters.
24. During prime shopping hours, the average adult spends more time with _____ than any other medium.

Standard 7 Crossword Key

Across

- 2. Storyboard
- 8. Animatic
- 9. Preemption
- 11. Language
- 17. Animation
- 18. Largest
- 20. Slice of Life
- 21. Script
- 23. Geographic
- 25. Television
- 26. Makegoods
- 27. Movie Studios
- 28. Infomercial

Down

- 1. Imagery Transfer
- 3. Program Rating
- 4. Dayparts
- 5. Jingle
- 6. Foreign
- 7. Syndication
- 8. Advertisers
- 10. Cume
- 12. Avails
- 13. Cable
- 14. Clutter
- 15. Participation
- 16. Broadcast
- 19. Visualize
- 20. Spot
- 22. Rating Service
- 24. Radio

